

Health and Wellness Tourism in Denmark

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Abstracts

Health and wellness tourism in Denmark is benefiting from a trend of consumers investing more time and money in spoiling and indulging themselves. The main group for this is domestic travellers, aged 30-50 years, who go to spa and other health and treatment centres on a regular basis or while travelling in Denmark. People above 50 years old also go to treatment centres as they are perceived to have more time and money to spend on themselves. In addition, health and wellness establishments in...

Euromonitor International's Health and Wellness Tourism in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Medical Tourism, Spas.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Health and Wellness Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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